

Camping & Caravanning

Media information 2026

Our readers

Camping & Caravanning

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About

The Camping and Caravanning Club is the world's largest and longest-established organisation of its kind.

Formed in 1901, it is the only club to represent all types of camping – caravans, motorhomes, campervans, trailer tents and tents.

More than

350,000

households

(over **800,000** people)

are keen and devoted members.



Camping and Caravanning Club

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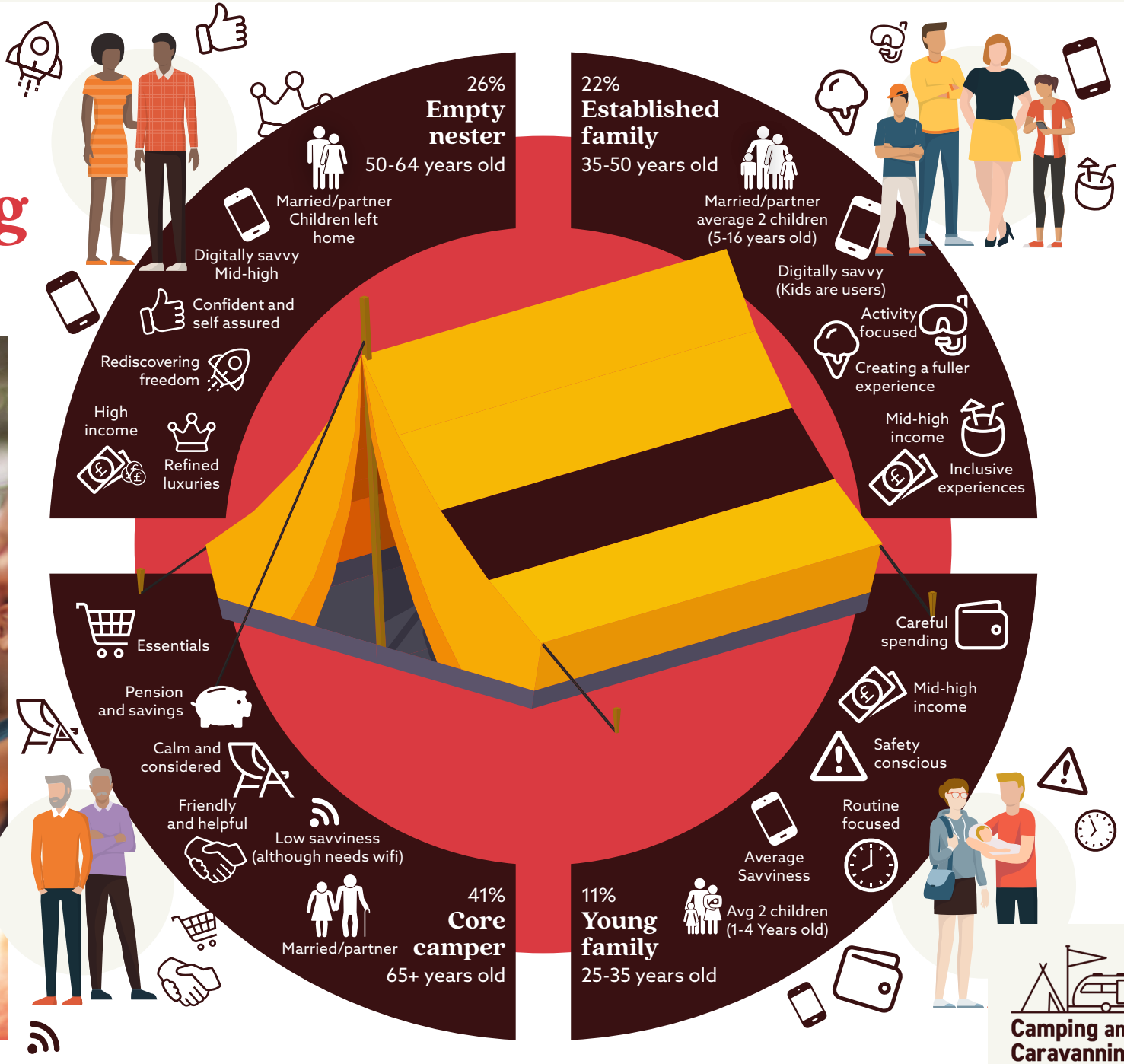

Camping and Caravanning Club

Magazine

Camping & Caravanning

Media information 2026





Camping & Caravanning magazine

Recently redesigned and modernised in line with the new Club brand, logo and website, to allow readers even more access and insight to the incredible outdoors.

With 9 issues a year, the magazine is the primary way to reach all our members and is the world's longest-established and most widely circulated magazine for all forms of camping.

The award-winning title is exclusive to members of the Camping and Caravanning Club.

It's packed with articles, letters, reviews, road tests and many more inspiring features to keep Club members engaged and up to date with news about the outdoor market and leisure industry.

We have **several engaging and creative options** to communicate **with this membership**

Circulation: **297,706***

Readership: **800,000+**

98% of members read the magazine **every month**

61% of members keep **all or some** of the back issues

*Combined print and digital circulation, January to December 2025 – ABC Audited Figure

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Magazine

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Advertising opportunities in the magazine

Display
The most impactful way to advertise your business to our engaged readers. Use the advert space to increase trust and brand awareness, show off new products, services and sales, promote shows and events.

Inserts
Delivered inside our trusted magazine, inserts offer a tactile, standalone format that grabs attention

Marketplace
Our members use our Marketplace section to access a wide variety of different businesses and services, all in one convenient place. We can offer a range of options to suit your needs and budget. Our classified pages cover businesses including:

- Repairs and maintenance
- Services
- Products
- Storage
- Dealerships

... and many more

71% of members holiday five or more times a year

64% of members go on camping holidays to explore new places

> "The team's valuable feedback on the adverts we submitted has been instrumental in **enhancing their effectiveness**. Your expertise not only reflects a deep understanding of past trends but also a keen insight into current and future directions in effective marketing. Moreover, your **customer service is nothing short of brilliant**. The consistent availability and readiness to assist at every turn have made our collaboration not only productive but also a genuine pleasure."
>
> **– Max Redwood, Maxology**

Camping and Caravanning Club

Digital

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e-newsletter

Our e-newsletter is sent monthly to more than 270,000 recipients.

The e-newsletter promotes editorial content and videos from all the club's content platforms and prompts our digital members to read the online edition of the magazine.

The primary advert position is an animated banner.

56% average open rate

270,000 recipients





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Digital

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Magazine app

The cutting-edge smartphone and tablet edition translates the award-winning publication content into a unique, interactive digital platform, capable of connecting your brand to our audience like never before.

Pageturner pop-up advert

A unique advertising position, exclusive to one advertiser per issue. For all digital members who access the magazine online, this advert 'pops up' in front of the user, allowing you access to promote your message with no competition.

40,000 app Users

21,000 sessions per month on the Magazine App

Average of **1,505** clicks on the **Pageturner pop-up advert**



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Sponsorships

For even more bespoke opportunities, and to work more closely with the Camping and Caravanning Club, we can offer various print and digital sponsorship options.

These include:

- How-to videos
- Sections of the magazine, for example Mailbag, Puzzle Pages, Wish You Were Here
- The magazine app
- The e-newsletter

For more information on sponsorship opportunities, please contact us and we'll be happy to discuss them with you in more detail.



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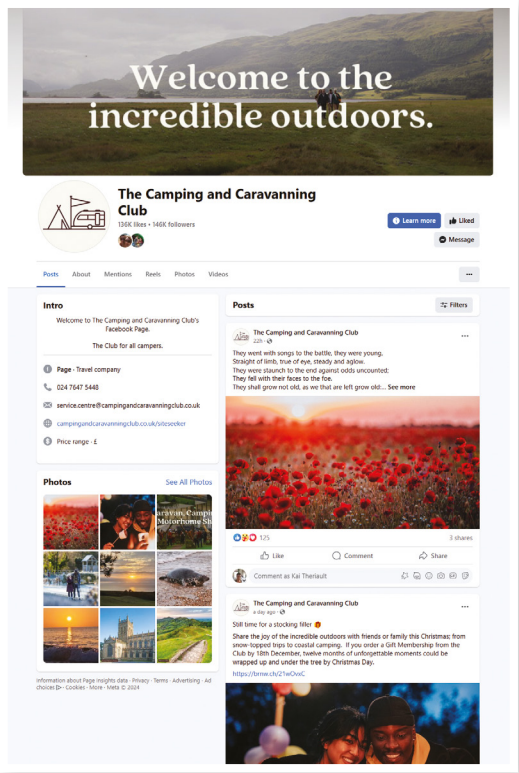
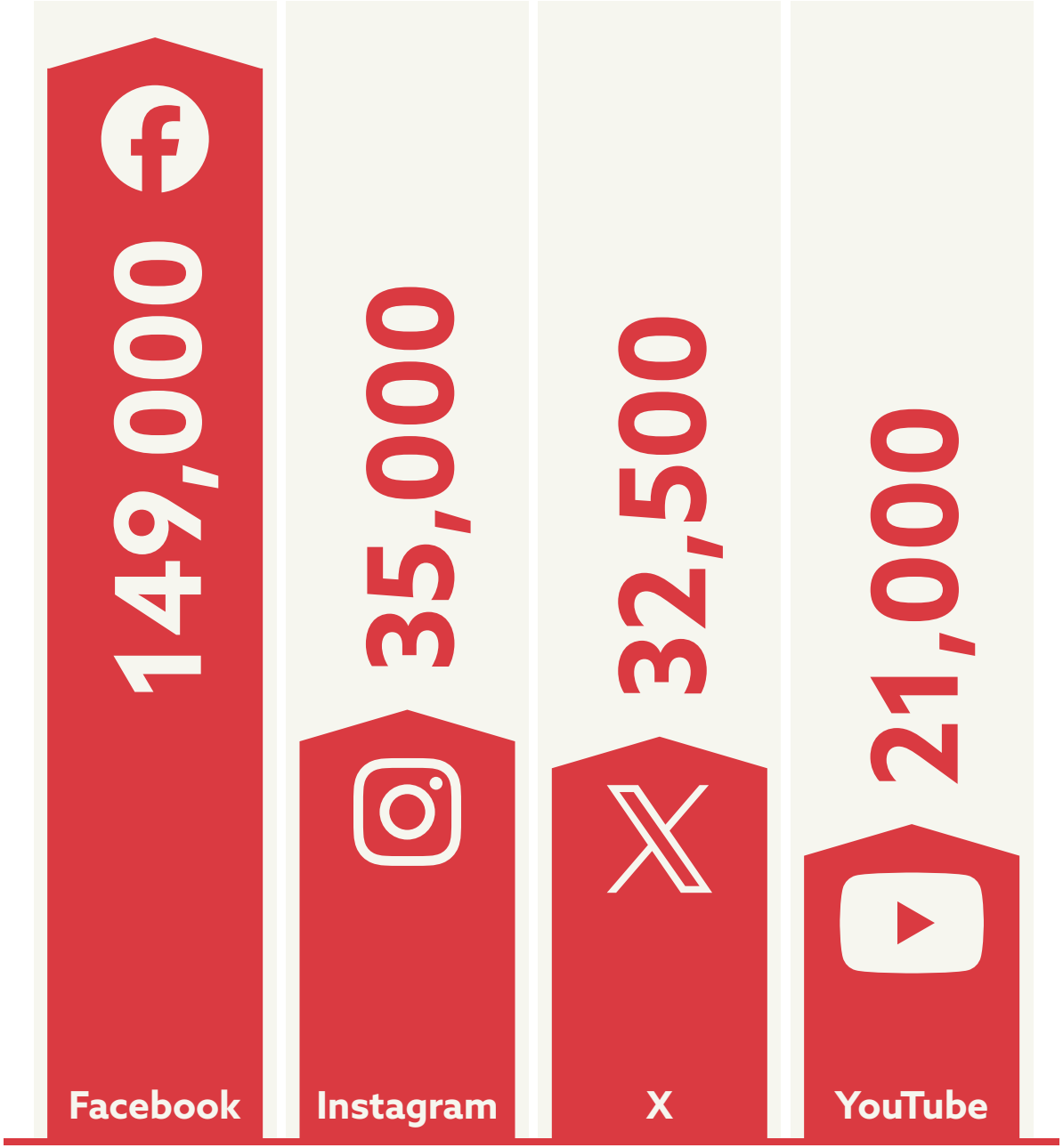
Sponsorships





Camping and Caravanning Club

Rates

Camping & Caravanning

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Display

Full-page spread

ISSUES	PRICE
1	£3,608
6	£3,241
9	£2,900

Half page

ISSUES	PRICE
1	£2,156
6	£1,653
9	£1,550

Quarter page

ISSUES	PRICE
1	£1,200
6	£849
9	£785



Paper wrap advertising

ISSUES	PRICE
1	£3,700
6	£3,500
9	£3,200

Inserts, premium page positions, gatefolds, advertorials
Prices on request

*Prices are per insertion and do not include VAT

Camping and Caravanning Club

Specifications

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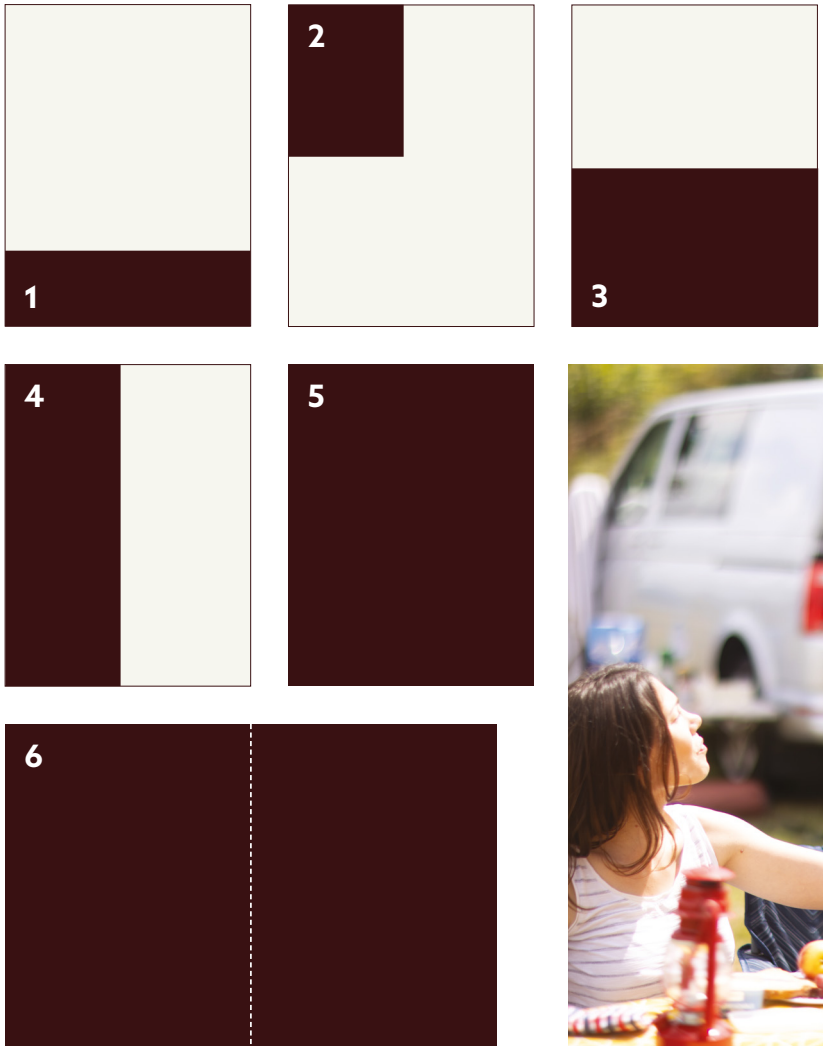
Sizes

Display

1	Quarter horizontal	184mm x 56.5mm
2	Quarter vertical	90.5mm x 119mm
3	Half horizontal	184mm x 119mm
4	Half vertical	90.5mm x 244mm
5	*Full page	210mm x 275mm
6	*Double page spread	420mm x 275mm



all above specifications set at **width x height**
* includes 3mm non-printable bleed on all sides

Please supply artwork as: CMYK high res (300dpi), PDF, TIFF or EPS. We can accept artwork on CD (please include laser proof) or via email. Responsibility cannot be accepted for poor reproduction when advert artwork is supplied at incorrect specification.



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Marketplace

1x1 (44mm W x 10mm H)

ISSUES	PRICE
1	£50
3	£42
6	£39
9	£33

2x1 (20mm W x 44mm H)

ISSUES	PRICE
1	£99
3	£84
6	£78
9	£66

4x1 (44mm W x 40mm H)

ISSUES	PRICE
1	£199
3	£164
6	£148
9	£124

6x1 (44mm W x 60mm H)

ISSUES	PRICE
1	£298
3	£246
6	£222
9	£186

4x2 (90mm W x 40mm H)

ISSUES	PRICE
1	£392
3	£328
6	£296
9	£248

Eighth of a page

ISSUES	PRICE
1	£539
3	£451
6	£407
9	£341

Quarter page

ISSUES	PRICE
1	£1,078
3	£902
6	£814
9	£682

Half page

ISSUES	PRICE
1	£1,950
3	£1,804
6	£1,628
9	£1,364

Full-page spread

ISSUES	PRICE
1	£3,450
3	£3,241
6	£2,728
9	£2,552

*Prices are per insertion and do not include VAT

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Specifications

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Sizes

Marketplace

1	1x1	44mm x 10mm
2	2x1	44mm x 20mm
3	3x1	44mm x 30mm
4	4x1	44mm x 40mm
5	6x1	44mm x 60mm
6	Eighth-page vertical	44mm x 115mm
7	Eighth-page horizontal	90mm x 57mm
8	Quarter vertical	90mm x 115mm
9	Quarter horizontal	182mm x 57mm
10	Half vertical	90mm x 230mm
11	Half horizontal	182mm x 115mm
12	Full page	182mm x 230mm

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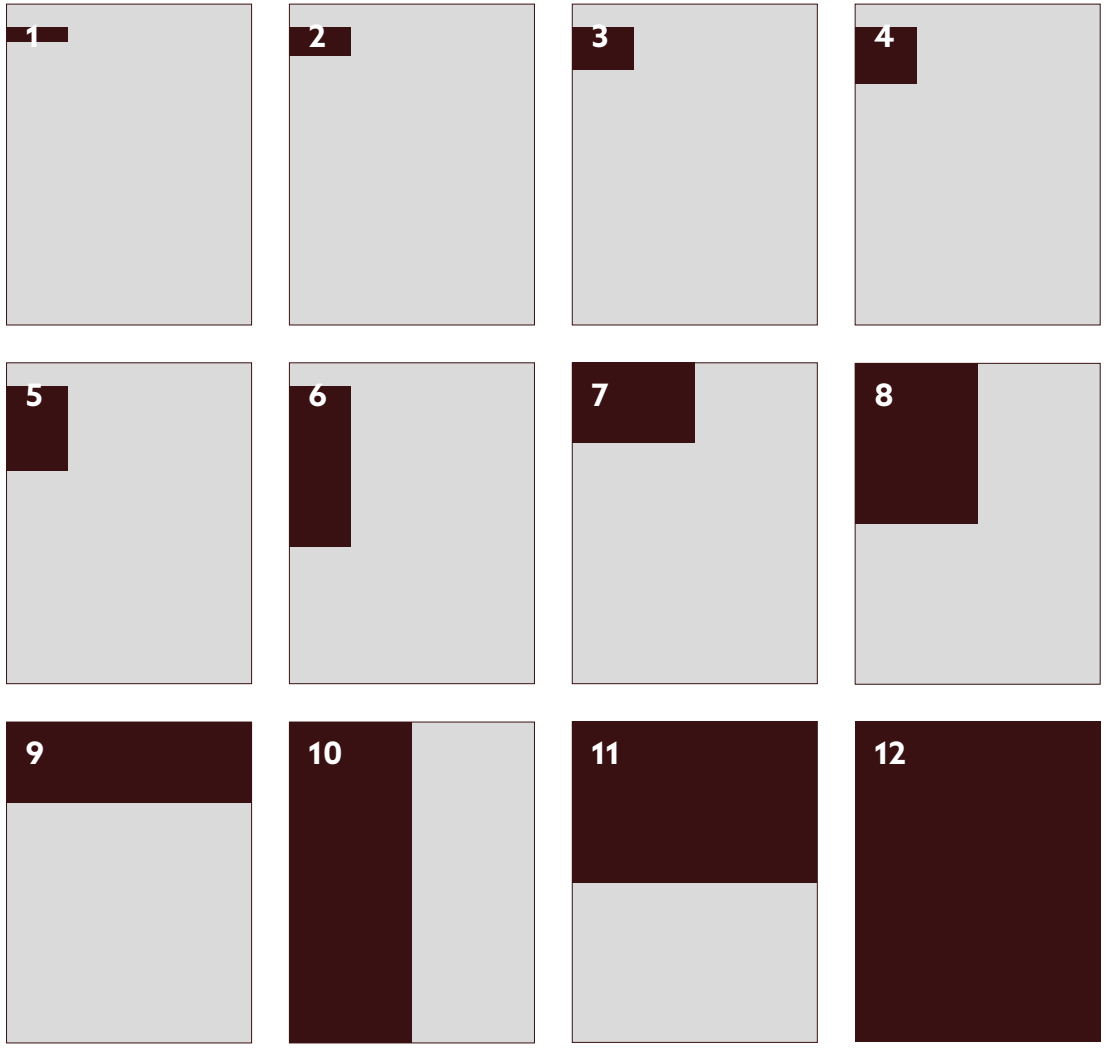

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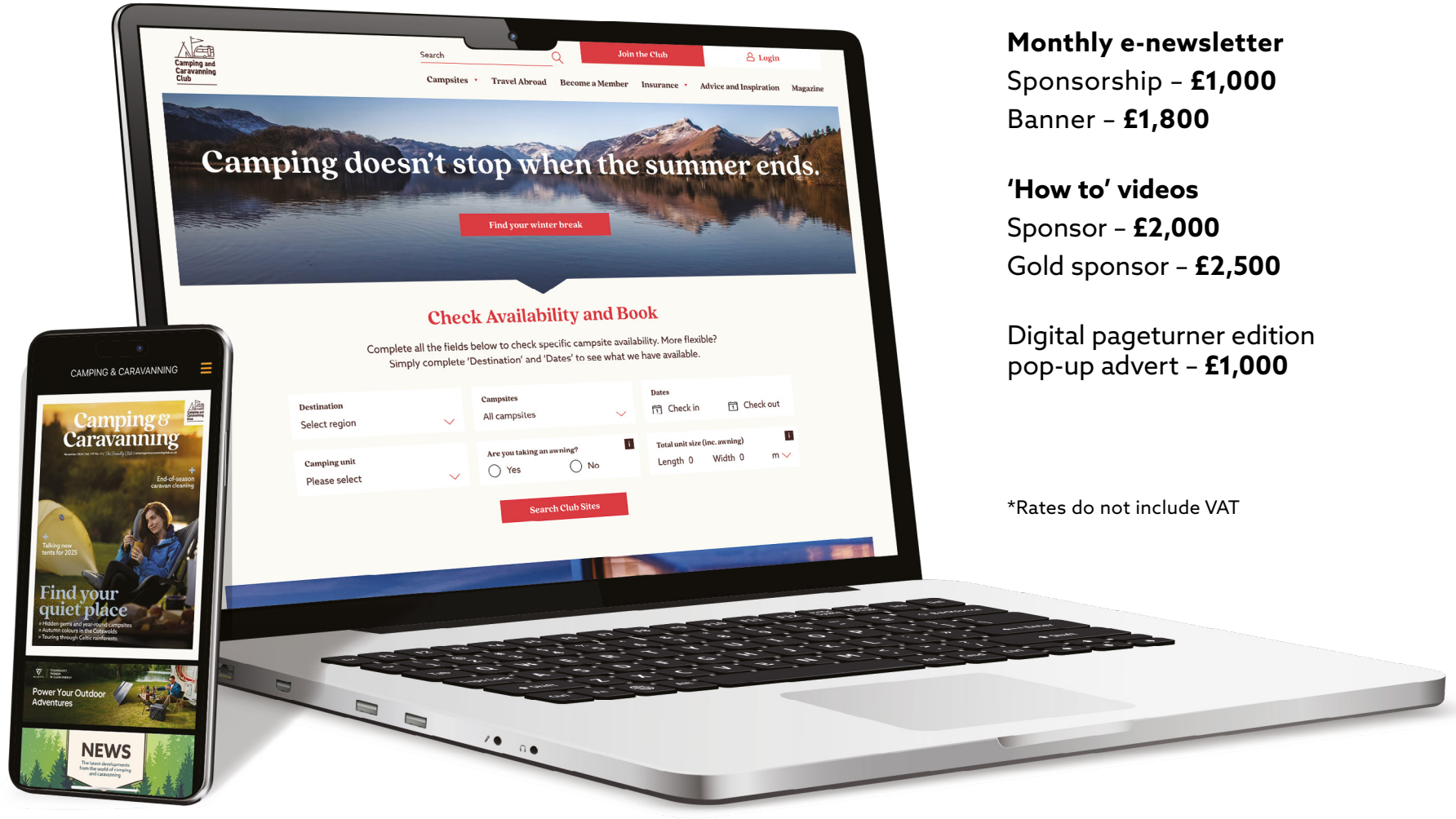

Digital

Magazine App
Home page banner – **£800**
Issue banner – **£500**
Full page between content – **£300**

Monthly e-newsletter
Sponsorship – **£1,000**
Banner – **£1,800**

'How to' videos
Sponsor – **£2,000**
Gold sponsor – **£2,500**

Digital pageturner edition
pop-up advert – **£1,000**

*Rates do not include VAT

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Deadlines

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Issue	Booking deadline	Artwork deadline	Insert delivery deadline	Expected first delivery
Mar 2026	17 January	28 January	5 February	16 February
Apr 2026	12 February	25 February	5 March	16 March
May 2026	12 March	25 March	3 April	13 April
Jun 2026	16 April	29 April	8 May	18 May
Jul 2026	14 May	27 May	5 June	15 June
Aug 2026	11 June	24 June	3 July	13 July
Sep 2026	16 July	29 July	7 August	17 August
Oct 2026	13 August	26 August	4 September	14 September
Winter 2026	12 November	27 November	4 December	15 December
Mar 2027	14 January 2027	27 January 2027	5 February 2027	15 February 2027



Camping and Caravanning Club

Get in touch

For more information and to get in touch with the Camping and Caravanning media team, please contact:

Kai Theriault
kai.theriault@cplone.co.uk
01223 378 049

Caroline Harland
caroline.harland@cplone.co.uk
01223 378 045